

Conservation and Economic Development in Namibia

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Today's Presentation

- Brief history of conservation and indigenous peoples
- Case study of community based ecotourism: Tsiseb Conservancy
- Community empowerment through the Perpetual Community Business Fund
- Conservation and economic self reliance

Old and New Conservation Approaches

Old

Top down management

Decisions based on science

External Decision making

Single use

New

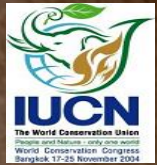
Mixed management

Decisions based on science, culture, and economics

Local and external decision making

Multiple use

World Conservation Union



Indigenous and other traditional peoples have long associations with nature and a deep understanding of it. Often they have made significant contributions to the maintenance of many of the earth's most fragile ecosystems, through their traditional sustainable resource use practices and culture-based respect for nature. Therefore, there should be no inherent conflict between the objectives of protected areas and the existence, within and around their borders, of indigenous and other traditional peoples. Moreover, they should be recognized as rightful, equal partners in the development and implementation of conservation strategies that affect their lands, territories, waters, coastal seas, and other resources, and in particular the establishment and management of protected areas.

World Wide Fund for Nature

WWF recognizes indigenous peoples as rightful architects of and partners for conservation and development strategies that affect their territories.



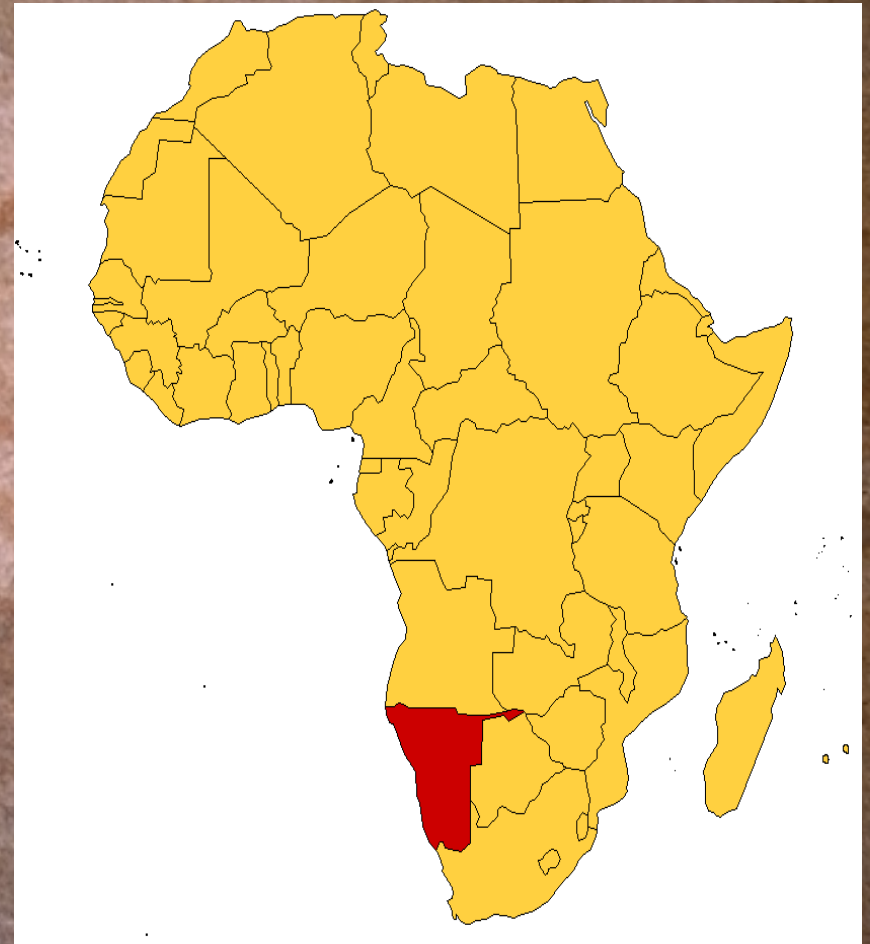
To What Degree Participation (Conley, 2001)

- Passive-receptive approach
- Inquisitive approach
- Transactional approach
- Co-Management



Namibia

- Independence in 1990
- Gini Index score of 70 (richest 20% have 56 times more wealth than the poorest 20%)
- 35% of population unemployed
- 50% live below the poverty level
- Average monthly wage of \$100 per month for a typical laborer

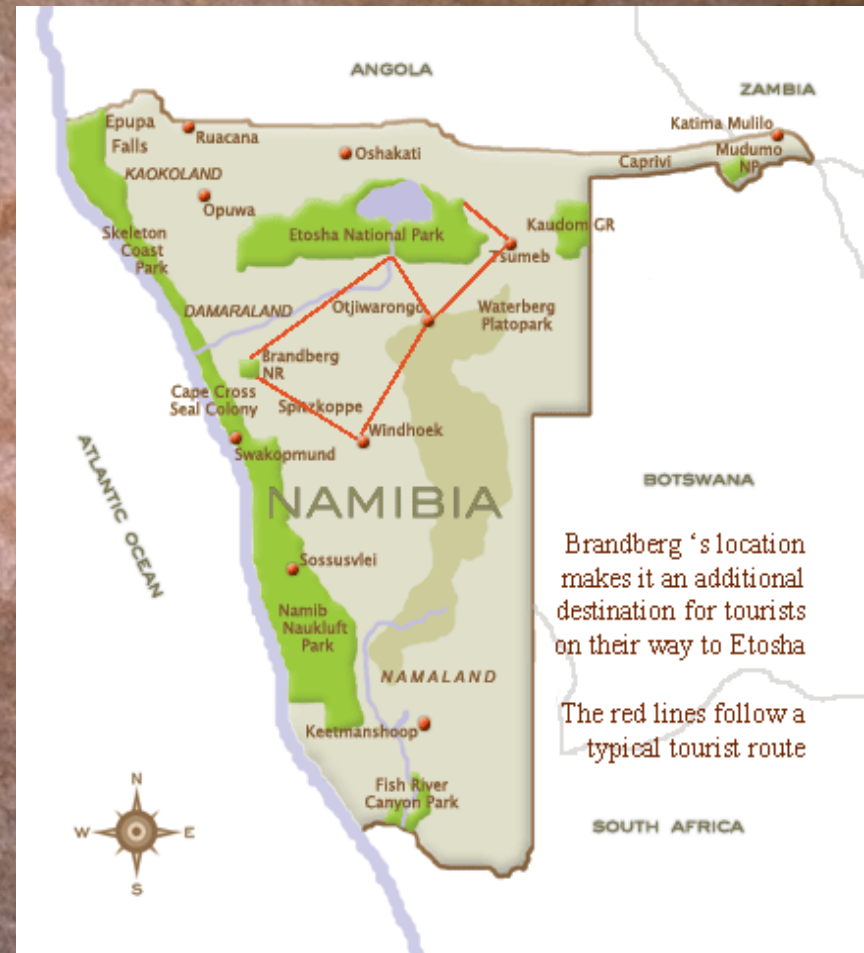


Namibia 2004: Conservation and Development

- 31 communal conservancies
- 100,000 residents
- 79,000 square km
- 15 additional applications pending
- 23 managing self-generated income
- 10 are covering full operating costs
- 6 distributing profits to members
- 4 are funding community projects

Tsiseb Conservancy

- 3 hours from Windhoek (nearest conservancy to the capital)
- 2000 residents
- 50% self-funded
- 8 funded staff
- Self-managed
- Natural resource management program
- Community economic development



Uis, Namibia

- Tin mine shuts down in the 1990s creating a ghost town.
- In 1996, government allows for black-run community conservancies.
- Formation of Tsiseb Conservancy



Tsiseb Conservation

- Significant natural resources
 - Springbok, Mountain Zebra, Kudu, Ostrich, Oryx, Leopard, Desert Elephant, and others
 - Brandberg mountain
- Significant cultural resources
 - White Lady rock art
 - Other rock art sites



Economic Development

- Grants
- Information Center
 - Internet café
 - Vicky's coffee shop
 - Daureb craft store
 - Daureb mountain guides information center
- Daureb mountain guides
- Trophy and food hunting
- White Lady Lodge
- White Lady campsite



Conservancy Office/ Information Center

- The Tsiseb Conservancy Office was officially opened on April 28, 2004.
- Purchased land through a bank loan and built building with European Union grant money.
- Space is rented in building for private ventures such as a coffee shop and craft store employing 8 people.



Daureb Mountain Guides



- Cultural education and hieroglyphs
- Started by unemployed miners to protect the site
- 2 hour to 3 day guided hikes
- Fees range from \$5 (basic tour) to \$75 (3 day tour)

Hunting (2004)

- 8,083 square kilometers
- Monitored by a resource ranger, Richard
- Conservancy members provide:
 - Tracking
 - Skinning
 - Camp management
- \$22,000 in revenues
 - 600 Springbok
 - 40 Oryx
 - 40 Ostrich

White Lady Lodge and Camp

- Public/private partnership
- Ownership transfer after 20 years.
- NAD20,000 (US\$3,170) per month in fees.



- 23 chalets
- 6 fixed tents
- Camp sites
- Restaurant
- Game drives

Synergy Between Conservation and Development

- Conservation leads to
 - Tourism opportunities
 - Increased animal stocks for food
 - Increased quality of life through cultural preservation
- Economic development leads to
 - Increased conservation ability
 - Cultural preservation
 - Further business opportunities
 - Other community programs

Perpetual Community Business Fund

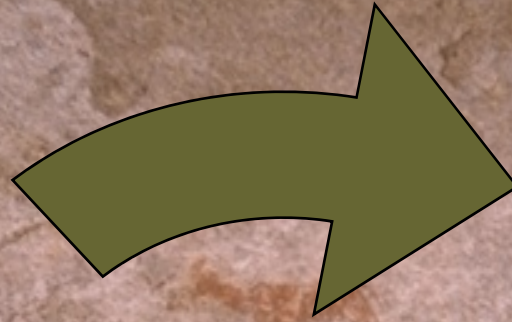
- Goals
 - Economic growth
 - Business development services
 - Training/mentoring
 - Commercial infrastructure
 - Capital for business start ups
 - Business plan competition
 - Ecological sustainability
 - Cultural/Social sustainability
 - Replication

Perpetual Community Business Fund

Business plan chosen
for funding and
mentoring.

Business
operations.

Profit sharing with
Conservancy fund.



Damara Cultural Center

- Lanny Matsuib, a young Namibian who has worked at the White Lady Lodge since its beginning, has a dream to build and run a cultural center. The Damara Cultural Center, located next to the White Lady lodge would share the unique culture of the Damara people through song, dance, and cultural presentations.



Lanny's Experience

- Head employee at White Lady Lodge.
- Created a short cultural show of Damara songs and dance that patrons enjoy after dinner.
- Produced and participated in play depicting cultural struggle.

Located at Brandberg Mountains

- The Damara Cultural Center will be located in Lanny's home village at the base of the Brandberg mountain range.



The Damara Cultural Show

- The show will consist of:
 - Authentic Damara songs
 - Choreographed Damara dances
 - Performed in traditional Damara dress



Reconstructed Damara Village

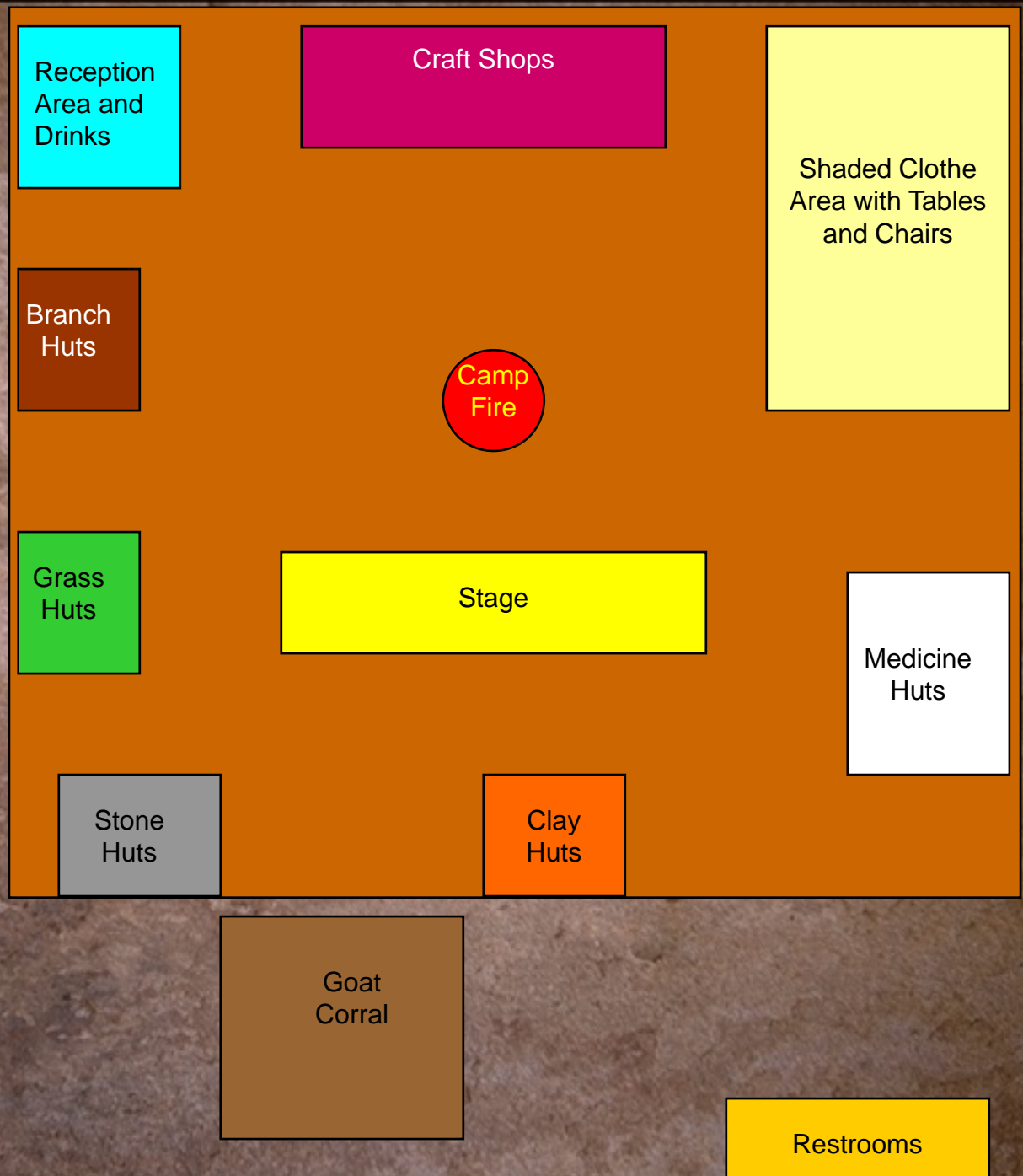
- The Show will occur at a reconstructed traditional Damara village including:
 - Damara huts
 - Indigenous tool demonstrations
 - Samplings of traditional cuisine
 - Local crafts
 - Ancient story telling



Sample Itinerary

- 7:00 PM Reception at Gate- Introduction to Cultural Village
- 7:10 PM Tour of Huts with Cultural History
- 7:40 PM Medicine Huts for demonstration of traditional medical practices
- 8:00 PM Performance—Song, Dance, Hunting Demonstration, Story Telling, etc.
- 9:00 PM Shaded Tent Area for sampling of traditional food and drink

The Damara Cultural Center (Map)



Market Analysis

- Tsiseb Conservancy
 - First stop en route to Etosha National Park.
 - 695,221 visitors (2003)
 - 31% visit Etosha National Park.
 - 8.2% stop at the Brandberg Mountain Range
 - White Lady Lodge

White Lady Lodge

- 1 to 2 day average stay
- High season: 50-90 guests per night
- Low season: 25 guests per night
- Projected 40% of guests will participate
- 5% increase in numbers per year

Financials

- \$4,340 start up costs and operating costs for 3 months
- Entrance fee: 35 Namibian dollar (\$6 USD)
- Average of 12 guests per day
- 6 employees
- Wages of \$100 per month per employee
- 15% commission to White Lady Lodge
- 35% tax rate

Financial Projections

	<u>2007</u>	<u>2008</u>	<u>2009</u>
Show Attendance	4,326	4,542	4,759
Total Sales	\$ 25,235	\$ 26,497	\$ 27,759
Profits	<u>\$ 9,067</u>	<u>\$ 9,764</u>	<u>\$ 10,462</u>

Economic Impact

- Employment for six community members.
- Improved quality of life for employees and family members (some 20 people).
- Greater empowerment.
- Opportunities to learn business and management skills.

Cultural/Ecological Impact



- Reviving suppressed Damara cultural traditions.
- Preserving indigenous cultural knowledge.
- Promoting pride in Damara heritage.

Conservancy Benefits

- Economic development leads to
 - Increased conservation ability
 - Cultural preservation
 - Further business opportunities
 - Other community programs

Perpetual Community Business Fund

- Potential financing methodologies
 - Microfinance lending
 - Equity stake
 - Equity stake with buyout option

Perpetual Community Business Fund

- Microfinance loan – traditional model
 - Return of principle to be used in additional ventures
 - Profits cover administrative expenses
 - Slow program expansion with little or no funding for conservation
 - Payoff pressure for entrepreneur
 - Greater long term profits for individual entrepreneurs
 - Lowest community benefit/highest individual benefit

Perpetual Community Business Fund

- Equity stake
 - Typically 50% to 60% for such ventures
 - No interest and principle payments
 - Potentially higher payout to the Conservancy allowing for faster growth and greater conservation funding
 - Lower long-term profitability for individual entrepreneurs
 - Highest community benefit/lowest individual benefit

Perpetual Community Business Fund

- Equity with buyout
 - Initial equity position can be bought out after four to five years leaving a small (5% to 10%) equity position for the Conservancy
 - Allows for rapid program growth and internal conservancy funding
 - High long-term profitability for individual entrepreneurs with lower short term returns
 - Balanced approach to individual and community gains

Benefits of an Equity Approach

- The internality of the Perpetual Community Business Fund
 - Funding is seen as coming from the community itself
 - Mentoring also becomes largely internal through development of local business expertise

Perpetual Community Business Fund and Conservation

- Reflection of the New Conservation Model
 - Community takes responsibility for conservation as opposed to being displaced and develops synergy between conservation and livelihood.
- New Conservation Model Requires Empowerment
 - Fund provides empowerment.
 - Successful ventures inspire others to start businesses.
 - Inspires pride amongst an oppressed people.
- Replication